Analysis of Communication Strategies and Approaches of Social Smart Elderly Caring Service Platform

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Abstract: With the development of Internet technology and the intensification of population aging, whether to provide effective smart old-age service security for the elderly has become a social public issue of concern. Through convenient Internet information technology, build an Internet communication platform for smart elderly caring services, and provide comprehensive care and convenience for the elderly with the help of elderly care information dissemination and community mutual assistance in the platform, in order to improve the quality of life of the elderly and the level of social elderly care services, and promote the development of community elderly care services and the elderly silver industry chain. Therefore, aiming at the possible problems in the information communication process of the social smart elderly caring service platform, this paper explores the effective communication strategies and approaches of the social smart elderly caring service platform, which has practical social significance and value.

Keywords: Smart Elderly Care; Communication Strategy; Social Service

1. Introduction

With the wide application of network technology in the Internet era, the forms of communication show a diversified trend. The social smart elderly caring service platform has emerged as a kind of elderly care service information dissemination platform that uses Internet intelligent technology to provide various life services and supports for the elderly. The platform integrates resource technology to provide convenient, efficient and personalized services for the elderly to meet the needs of the elderly in life, health and safety. How to develop and implement a diversified and effective communication strategy for the social elderly care service platform, expand the communication channels of the platform, and solve the obstacles in the communication process is the focus of this paper.

2. The Multiple Values Spread by the Social Smart Elderly Caring Service Platform

2.1 Paying Attention to Elderly Caring Services

The social smart elderly caring service platform provides more convenient and comprehensive services to the elderly through technical means and Internet platforms. The platform can provide health monitoring, medical assistance, daily life help, and other functions, which can respond to the needs of the elderly in a timely manner, improve the quality of life, let the elderly feel social care and respect, and effectively relieve the pressure of old-age care. Through the dissemination and promotion of the platform, more elderly people can benefit and the attitude and concept of the whole society towards elderly care services can be improved.

2.2 Promoting the Development of the Elderly Silver Industry and Improving the Level of Social Smart Elderly Caring Services

The spread of the social smart elderly caring service platform can drive the development of related industries, including hardware equipment manufacturers, software developers, medical institutions, community service organizations, and other social organizations that can obtain new opportunities and development space under the support of the smart elderly caring

service platform, create employment opportunities, promote the prosperity of the social industrial chain for the elderly and provide more efficient services. Through the effective communication of the platform, it can also promote the innovation and improvement of community elderly care services, improve the level and quality of smart elderly caring services, and promote the inclusive development of the community and society. [1]

2.3 Bridging the Digital Divide and Skills Conflict

Despite the rapid development of digital technology in contemporary society, many older people still have difficulties in using digital technology. The spread of social smart elderly caring service platforms can help the elderly gradually master and use digital technology to make up for the technical problems caused by the digital divide. By providing easy operation and friendly interface design, the smart elderly caring service platform can provide the elderly with a lower threshold of digital service experience, so that they can more easily participate in social elderly care services and activities, obtain digital information support, promote data sharing and research cooperation, and promote innovation and progress in the field of smart elderly care.

2.4 Strengthening the Cohesion of Social Elderly Caring Services and the Spirit of Co-construction and Sharing

The spread of the social smart elderly caring service platform can not only help the elderly improve their quality of life but also promote social cohesion and the spirit of co-construction and sharing. Through the platform, the elderly are digitally connected with community resources, volunteers, service providers, and other parties, forming a social relationship network based on mutual assistance and cooperation. This network not only meets the needs of the elderly, but also stimulates the attention of all sectors of society for the care and support of the elderly, and enhances social cohesion.

3. The Communication Problem of Social Smart Elderly Caring Service Platform

3.1 The Target Audience Awareness is Not High, and Technical Acceptance is Insufficient

Social smart elderly caring service platform is a new form of Internet service, and many potential users have a low perception of its existence. Therefore, in the process of communication, the target audience will face the problem of cognitive impairment, and it is necessary to improve its visibility and understanding through effective communication strategies. Most elderly people have a low acceptance of Internet new media technology, so they are not familiar with or distrust the functions and security of the smart elderly caring service platform, which will affect their willingness to use and participate. Therefore, in the process of communication, it is necessary to consider how to increase the acceptance and participation of the elderly in technology, by providing simple and easy-to-use interfaces, online training, and technical support.

3.2 Improper Selection of Communication Channels and Inaccurate and Incomplete Information Transmission

Choosing the right communication channel is crucial to the promotion of a social smart elderly caring service platform. There may be improper selection of traditional media and new media communication channels, resulting in poor communication effects. Therefore, according to the characteristics and behavior habits of the target audience, it is key to choose a communication channel with wide coverage and influence. [2] However, in the communication process, there may be inaccurate or incomplete information transmission, resulting in users' misunderstanding of the platform functions or missing important information. Therefore, in the process of communication, attention should be paid to the accuracy and integrity of information to ensure that users can fully understand the advantages and values of the platform.

3.3 Insufficient Matching of User Needs.

The functions and services of the social smart elderly caring service platform should match the real needs of the target audience. If the functions of the platform cannot meet the actual needs of users or effectively solve user problems, then even

if the communication work achieves certain results, it may not be able to obtain long-term user loyalty and satisfaction. Therefore, it is crucial to pay attention to the needs of the target audience and improve the communication path according to their feedback. [3]

4. Communication Strategy of Social Smart Elderly Caring Service Platform

4.1 Precising Target Audience and Diversified Communication

First of all, it is necessary to clearly design the target audience portrait classification of the smart elderly caring service platform, such as the elderly, the elderly living alone, children's agents, etc., and formulate corresponding communication strategies and promotion programs for different audience groups. Secondly, when choosing communication channels, the behavioral characteristics and media usage habits of the target audience should be considered comprehensively. Traditional media communication channels such as television, radio, and newspapers can cover part of the elderly group, while the integrated use of new media digital communication such as the Internet and social media can attract young users. In addition, communities, pension institutions, hospitals, and other places can also be used for offline publicity and promotion, and the mixed-use of online and offline communication modes will help achieve better and wider communication effects. [4]

4.2 Integrating Resources and Establishing Cooperative Relationships to Protect the Safety and Privacy of the Elderly

We can establish cooperative relationships with relevant institutions, community organizations, elderly care institutions, and health and medical institutions to jointly promote the smart elderly caring service platform. Sharing resources and collaboration can increase the reach and impact of communication. Since the elderly are highly concerned about security and privacy, it is necessary to emphasize the data security measures and personal privacy protection policies of the smart elderly caring service platform in the communication process. This can increase users' trust in the platform and their willingness to use it. [5]

4.3 Providing Personalized Services to Establish Professional Images of Elderly Care Services

According to the characteristics and needs of the elderly, providing personalized services is an important means to attract users. The social smart elderly caring service platform should provide professional and reliable smart elderly caring services and establish a good brand image of elderly care services. By training the professional skills of team members, releasing professional knowledge, and guiding soft articles and popular science videos, we can strengthen the concept of scientific and professional elderly care services of the platform, and establish a professional and trustworthy image among users. According to the needs of different elderly users, customized functions and services to provide personalized recommendations and care, enhance user stickiness and loyalty.

4.4 User Experience and Word-of-mouth Marketing

Providing a good user experience for the elderly is the key to attracting users to the social elderly service platform. By optimizing the interface design, operation process, and functional experience of the platform, and strengthening training and technical support for elderly users, users are willing to actively participate in the use of the platform and share, forming a good word-of-mouth effect.

5. The Dissemination of Smart Elderly Caring Service Platform
5.1 Online Communication Channels

(1) Official website. Establish an official website that is rich in information, easy to use and navigate, and introduce the functions, characteristics, and user evaluations of the smart elderly caring service platform.

(2) Social media. Use social media platforms such as WeChat, Weibo, Qzone, etc., to publish relevant content about the smart elderly caring service platform, including function introduction, user cases, real-time dynamics, etc., to attract the target audience's attention, share, and participate in discussions.

(3) Online advertising. Deliver online ads, including search engine ads, Banner ads, text chain ads, etc., to enhance the visibility and exposure of the platform.

5.2 Offline Communication Channels

(1) Community promotion. Establish cooperative relations with communities, nursing homes, hospitals, rural welfare centers, and other social organizations for elderly care services, and promote smart elderly caring service platforms through community publicity channels. The smart elderly caring service platform can teach relevant technical knowledge and usage methods to the elderly, children's agents, and community workers by holding lectures and online public welfare training, so as to improve their awareness and acceptance of the smart elderly caring service platform.

(2) Public activities. Participate in health-related exhibitions, forums, and fitness community public activities, promote the smart elderly caring service platform through speeches, displays, and distribution of paper publicity materials, and attract the attention and participation of the elderly.

(3) Partner promotion. Establish cooperative relations with smart elderly care centers, fitness institutions, health, and medical institutions, and jointly promote the smart elderly caring service platform. Utilize the resources and network of partners to conduct joint advocacy and outreach activities. For example, cooperate with medical institutions to set up platform publicity points in hospitals and cooperate with fitness institutions to provide health management and exercise guidance for the elderly.

5.3 Word-of-mouth Communication Channels

(1) User recommendation. By providing good user experience and functions, actively strive for user word-of-mouth recommendations. Encourage users to share their experiences, reviews, and recommendations on social media to increase trust and reliability of the platform.

(2) User case sharing. Collect successful cases of smart elderly caring services, show the public the actual effects brought by the smart elderly caring service platform for users, and arouse users' resonance and attention. Select the strategy of the user case-sharing channel according to the characteristics of the target audience, budget, and resources, and regularly evaluate and adjust the communication effect to improve the communication effect and the reputation of the platform.

6. Conclusion

With the development of times and the improvement of living standards, the scale of China's elderly population continues to grow and is facing a severe challenge of population aging, and the matching support of population aging and social smart pension services has become a key social issue. Based on this, it is of great significance to make full use of Internet technology and new media applications to establish a smart elderly caring service platform and provide high-quality social smart elderly caring services for the elderly. Only by increasing the attention to smart elderly caring services, forming multi-party cooperation, and establishing a shared social smart elderly caring service system with the joint efforts and support of all sectors of society can the social smart elderly caring service platform achieve good communication effects and provide better care and support for the elderly.

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